Memo from **DAVID GOLDFARB**

Dear Mark:

Thought you would like to see the enclosed which went out to all our members. We were happy to cooperate with RJR's program.

David

51849 9956

Source: https://www.industrydocuments.ucsf.edu/docs/fhdy0000

Tobacco & Candy Distributors Association of New Jersey

576 Central Avenue • East Orange, New Jersey 07018
Tel: (201) 675-8500 • Fax: (201) 675-0948

DAVID GOLDFARB
Executive Director

SARAH DI BIASI
Executive Secretary

MAR 3 0 RECD

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Pine Lesser & Sons
Clifton

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April 1995

TO: ALL MEMBERS OF TOBACCO & CANDY DIST. ASSN. OF N.J.

Dear Member:

This is to inform you of an exciting new program at helping us reduce sales of tobacco products to those under the legal age. We are pleased to join with R.J. Reynolds Tobacco Company in proclaiming June as "Awareness Month" highlighting the importance of retailers' adherence to minimum-age laws on the sales of tobacco.

This issue has become critical for all those involved with the sales of tobacco as more and more attention has been focused on underage smoking. Recent retail surveys conducted across the country have shown that, in many states, more than half the stores do sell to those under the legal age. It is important that we show our sensitivity and willingness to address this issue. If we do not, others may do it for us.

Information and materials about this program will be sent (free of charge) to all interested wholesalers and retailers across the state. If you wish to be involved, or you believe your retail accounts would be willing to participate, please fill out the attached form and mail or fax to Carolyn Brinkley at the following address:

Carolyn G. Brinkley
R.J. Reynolds Tobacco Company
P.O. Box 2959
Winston-Salem, NC 27102
Tel: 800-333-3625
FAX (910) 741-5607

We hope that you give this program strong consideration. Let us do our part to help reduce underage smoking. Thank you.

DG/sd

David Goldfarb, Ex. Director

Cigarettes Don't Pay Taxes

People Do!

51849 9957

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"Awareness Month" Program Response Form

This provides approval to send information and materials regarding the "Awareness Month" program to individual retail establishments.

Account

Name: _____

Address: _____

_____

_____

Authorization

Person: _____

Signature: _____

Date: _____

Number of stores in program: _____

Please identify preference:

Please send all information to my attention. ____yes ____no
Please send information to individual retailers. ___yes ___no
(Please enclose list or mailing labels)

Please send response form to the following person:

Carolyn G. Brinkley
R. J. Reynolds Tobacco Company
P.O. Box 2959
Winston-Salem, NC 27102

Fax: (910) 741-5607
Telephone: 1-800-333-3625

Tobacco & Candy Distributors Assn.

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